

MANUFACTURING & SERVICE OPERATIONS MANAGEMENT



Journal Menu

About

Sections



Toward a Theory of Behavioral Operations

Francesca Gino, Gary Pisano

Published Online: 11 Mar 2008 | <https://doi.org/10.1287/msom.1070.0205>

Abstract

Human beings are critical to the functioning of the vast majority of operating systems, influencing both the way these systems work and how they perform. Yet most formal analytical models of operations assume that the people who participate in operating systems are fully rational or at least can be induced to behave rationally. Many other disciplines, including economics, finance, and marketing, have successfully incorporated departures from this rationality assumption into their models and theories. In this paper, we argue that operations management scholars should do the same. We explore the theoretical and practical implications of incorporating behavioral and cognitive factors into models of operations management and suggest fruitful avenues for research in *behavioral operations*.

< Previous

Back to Top



Volume 10, Issue 4

Fall 2008

Pages 563-691

Article Information

Metrics

INFORMS site uses cookies to store information on your computer. Some are essential to make our site work; Others help us improve the user experience. By using this site, you consent to the placement of these cookies. Please read our [Privacy Statement](#) to learn more.

Downloaded 239 times in the past 12 months

Cited 383 times

Agree

Information

Received: March 21, 2006

Accepted: December 01, 2007

Published Online: March 11, 2008

Copyright © 2008, INFORMS

Cite as

Francesca Gino, Gary Pisano, (2008) Toward a Theory of Behavioral Operations. *Manufacturing & Service Operations Management* 10(4):676-691.

<https://doi.org/10.1287/msom.1070.0205>

Keywords

- behavioral operations
- decision making
- beer game
- system dynamics
- cognitive biases

PDF download



Sign Up for INFORMS Publications Updates and News

SIGN UP

Partners

A Tyson

crossref

PORTICO

Agree



The Institute for Operations Research and the Management Sciences

5521 Research Park Drive, Suite 200
Catonsville, MD 21228 USA

phone 1 443-757-3500

phone 2 800-4INFORMS (800-446-3676)

fax 443-757-3515

email informs@informs.org

Get the Latest Updates

[Discover INFORMS](#)

[Explore OR & Analytics](#)

[Get Involved](#)

[Impact](#)

[Join Us](#)

[Recognizing Excellence](#)

[Professional Development](#)

[Resource Center](#)

[Meetings & Conferences](#)

[Publications](#)

[About INFORMS](#)

[Communities](#)

[PubsOnLine](#)

[2024 INFORMS/ALIO/ASOCIO International Conference](#)

[Certified Analytics Professional](#)

[Career Center](#)

[INFORMS Connect](#)

Copyright 2024 INFORMS. All Rights Reserved

[INFORMS Code of Conduct](#) | [Terms of Use](#) | [Privacy](#) | [Contact INFORMS](#) | [Sitemap](#)

Follow INFORMS on:  [Twitter](#)  [Facebook](#)  [LinkedIn](#)